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HEALTHY
Mothers
HEALTHY
Babies



MAKING A DIFFERENCE

FOR MOTHERS AND CHILDREN

IN MONTANA

1984 - 1991



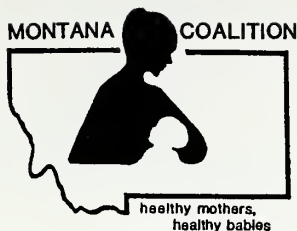
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Family/MCH Bureau
Dept. of Health & Env. Sciences
Cogswell Building
Helena, MT 59620

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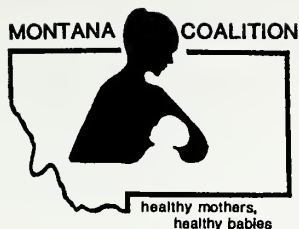


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*Healthy Mothers, Healthy Babies,
the Montana Coalition*



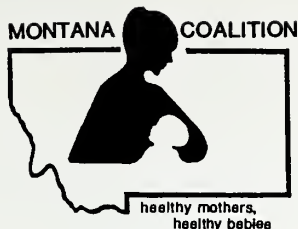


October, 1984 - June, 1991
CALENDAR OF ACHIEVEMENT

- 1984** "... a small group of health care professionals" meets in Helena.
- 1985** First HMHB-Montana Educational Conference.
Second HMHB-Montana Educational Conference.
Articles of Incorporation and Bylaws.
First Board of Directors.
- 1986** Montana Pregnancy Riskline.
First Western Regional HMHB Conference, hosted by HMHB-Montana.
Access to Care Project begins.
Montana Council for Maternal and Child Health organized.
- 1987** Henry J. Kaiser Family Foundation grant awarded to HMHB-Montana.
Montana Adolescent Pregnancy Prevention (MAPP) Project established.
Office opens, with new Executive Director
Montana Children's Alliance organized.
"Youth 2000" Conference.
First HMHB-Montana Annual Retreat.
- 1988** "Baby Your Baby" project established.
MCH Resource Directory published.
Promoting Action for Teen Health (PATH) Project grows from MAPP project.
Governor's OB Services Availability Advisory Council includes HMHB-Montana.
Four low birthweight clinics receive HMHB-Montana/March of Dimes grants.
Survey of Adult Attitudes toward Teen Sexuality.
Three Community Coalitions develop.
- 1989** Northwest Area Foundation grant awarded to HMHB-Montana.
Montana Centennial Birth Certificate project.
PATH Project Adolescent Health Survey.
State MIAMI Advisory Council (Montana Initiative for Abatement of Infant Mortality) includes HMHB-Montana
Health Care subcommittee of Governor's Task Force on Welfare Reforms includes HMHB-Montana.
Four Community Coalitions develop.
- 1990** Baby Your Baby contract with Department of Health and Environmental Sciences.
Third Western Regional HMHB Conference, hosted by HMHB-Montana.
Ongoing Commemorative Birth Certificate project.
Adult Attitudes Survey repeated.
Six Community Coalitions develop.
- 1991** U. S. West Grant awarded to HMHB-Montana.
"Baby Your Baby" programming goes on air, 1-800 line opens.
Four New Community Coalitions established.

A committee of the Healthy Mothers, Healthy Babies Board of Directors meets in Helena. Pictured are: Elizabeth Roeth, Executive Director, Betty Hidalgo, Steering Committee President, Marietta Cross, Don Espelin, President, Joan Fitzgerald, and Karen Northey, Treasurer.





BUILDING THE COALITION

Twelve thousand (12,000) babies are born in Montana each year. That's not a lot. In fact, it takes 5 full years of data to make up a statistically significant sample of births.

Montana has the nation's seventh smallest population, 799,000 citizens, spread out over the fourth largest state, 147,000 square miles of rugged terrain. A substantial number of residents live several hours from the nearest medical provider. Montana has no medical school, and no teaching hospital. A large number of high risk deliveries have historically been referred for out-of-state care, and maternal and neonatal transports to three different states are quite routine.

Montana shares many of its maternal and child health care issues with other rural states. The "OB Crisis" has left some communities without a provider for even low risk pregnancies, and a relatively flat economy over the past decade has resulted in a substantial reliance on Medicaid by pregnant women. The state has so far not experienced the large number of drug-affected or AIDS-infected babies that more urban states report, but Montana has its share of low-birthweight babies, as well as teen pregnancies and other socially "at risk" new families.

One feature unique to Montana is its seven Native American reservations, each with its own unique resources and challenges in maternal and child health.

In mid-1984, a "small group of health professionals" explored the possibility of creating a community-based organization, based on the national Healthy Mothers, Healthy Babies model, to improve maternal and child health in Montana.

In November of 1984, the fledgling HMHB-Montana adopted a simple but challenging mission: "To reduce the risk of maternal, perinatal, and infant mortality, morbidity, and disability."

In its first year, even before incorporation in December 1985, HMHB grew from a handful to a hundred or more members. An extraordinary number of them committed substantial personal time to the Steering Committee. They met monthly, attended retreats and conferences, developed organizational structures and mission

*Lori Cooper,
national HMHB
Executive Director, and
Don Espelin, HMHB-
Montana President
(center) discuss the future
with members at the
Third Western Regional
HMHB Conference,
hosted by HMHB-
Montana at Kalispell, Mt.*



Completed Projects, ongoing advisory groups, and a healthy growth in local coalitions marked the first 6 years of HMHB-Montana.

statements, and identified projects. Among the early projects were a women's health survey, a study of baby-bottle tooth decay, a survey of health conditions among migrant workers, the development of a maternal and child health resource directory, an adolescent health promotion plan, projects to develop allied organizations such as the Montana Children's Alliance and the Montana Council for Maternal and Child Health, and the Montana Pregnancy Riskline.

Some projects were actually completed by the time the fledgling organization received its first operational grant funds and opened a staffed office. The Pregnancy Riskline went on-line in May 1986, and the Montana Council for Maternal and Child Health was incorporated in July of 1987, the same month HMHB-Montana hired its director.

Today, HMHB-Montana has grown to a well-respected independent voice for Montana's mothers and children. It has established an ongoing statewide teen health and pregnancy prevention program, the PATH Project, with a statewide Task Force and an active Indian Advisory Group which supports the establishment of adolescent health initiatives in Native American communities. Seventeen community coalitions have formed throughout the state with support from HMHB-Montana. The goal of empowering local communities through development of local coalitions is gradually being realized.

STEERING COMMITTEE MEMBERS 1985-1991

Healthy Mothers Healthy Babies, The Montana Coalition

*† D. Elizabeth Bozdog Roeth,
Helena, chair, 1985-87
Exec. Dir. 1987-1991

March of Dimes, Big Sky Chptr.

Chuck Ball, Helena
Wanda Person, Helena
*† Doris Biersdorf, Billings

Montana Council for Maternal & Child Health

Karen Tanberg, Helena
Karen Landers, Helena
* Paulette Kohman, Helena

Young Families

Michele Konzen, Billings

Red Cross

Kate Macefield

Missoula City-County Health Dept.

* Yvonne Bradford, Missoula
Donna Harsell, Missoula

Lewis & Clark County Health Dept.

Nancy Westerbuhr, Helena
* Mary Beth Frideres, Helena

MIAMI Projects

Judy Hagerman, Bozeman

Great Falls Clinic

*† Betty Hidalgo, RN, Grt. Falls
vice chair, 1987-1990
chair, 1991-present

Community Medical Center

*† Marietta Cross, RN, Missoula
Minkie Medora, Missoula

Shodair Children's Hospital

*† Joan Fitzgerald, Helena

Florence Crittenton Home

*† Karen Northey, Helena
chair, 1987-1990

DEPARTMENT OF HEALTH & ENVIRONMENTAL SCIENCES

Family Maternal and Child Health

* Sidney C. Pratt, MD, Helena
Preventive Health Services

*† Donald E. Espelin, MD,
Helena

Dental Officer

Bill Haggberg, DDS, Helena

Chronic Disease Program

Bob Moon, Helena

Montana Perinatal Program

* Maxine Ferguson, Helena

† Shari Pettit, Helena

Lynn James, Helena

WIC Program

Kathy Niceswanger, Helena

* Pat Hennessey, Helena

AIDS Program

† Rich Chiotti, Helena

Family Planning

† Suzanne Nybo, Helena

DEPARTMENT OF SOCIAL & REHABILITATION SERVICES,

Economic Assistance Division

Patricia Huber, Helena

MONTANA STATE UNIVERSITY

PACT - Extension Service

* Joyce Kohl, Bozeman

Lois Wambolt, Bozeman

UNIVERSITY OF MONTANA

MUAPS Project

*† Richard B. Offner, Ph.D.
Missoula

OFFICE OF PUBLIC INSTRUCTION

Division of Special Ed

June Miller, Helena

Sue Paulson, Helena

ACTION

† Joe Lovelady, Helena

Helena Ministerial Association

*† Ken Moore, Helena

Gt. Falls Native American Ctr.

* Robert Parisian, Gt. Falls

Montana United Indian Assoc.

* Bernie Wallace, Helena

Montana Hunger Coalition

Minke Medora, Missoula

Kathy Rucker, Helena

* Linda Stallings

MT Medical Association Aux.

* Susan Repola, Butte

Lee Toldstedt, Helena

Northwestern Mutual Life

† Suzie Shaffer, Helena

Wyeth-Ayerst Laboratories

John J. Glen, Billings

James Urquhart, Great Falls

KXLF TV

JoAnn Burns, Butte

Renewable Technologies, Inc.

Rita Bradley, Butte

HMHB-MT COMMUNITY COALITION MEMBERS

*† Doris Biersdorf, Yellowstone
County

* Nancy Giles, Cascade County

* Rose Danhof, Sanders County

* Sue Repola, Butte

Staff:

D. Elizabeth Bozdog Roeth,
1987-

Judy Garrity, 1988-

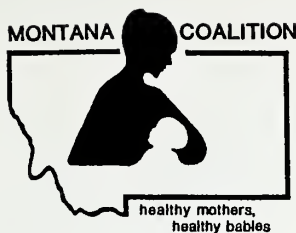
Elsie Armstrong, 1988-

Sandy Hale, 1987-1988

Leona Holm, 1987-1988

* = current members

† = board of directors



PUBLIC PRIVATE PARTNERSHIP

"... I like to think that one of the reasons, if not the main reason, that the Coalition has been so successful is because we care. . . we are made up of a lot of people who care, and when a lot of people care about something, things happen."

*-Marietta Cross,
past President,
HMHB-Montana*

From the start, Healthy Mothers, Healthy Babies, the Montana Coalition (HMHB-Montana) has fostered communication within and between government agencies, and between the public and private sector. HMHB-Montana was designed to function outside the bureaucracy, but with close ties to those working in government, in a cooperative, catalytic relationship.

ACCESS TO CARE

Central to this catalytic effect is the HMHB-Montana Access to Care Project. The Access to Care Committee meets regularly to discuss and present solutions to the problems of access to maternal and child health care in Montana.

The Access to Care Project grew out of a survey of Medicaid availability for Montana's highest risk population. This drew attention to the loss of providers and dramatic cost rises in obstetric care. The governor ultimately appointed a blue-ribbon "Obstetrical Services Availability Advisory Council" in April 1988. Marietta Cross, coordinator of the Access to Care Project, represented HMHB-Montana on the 15-member panel.

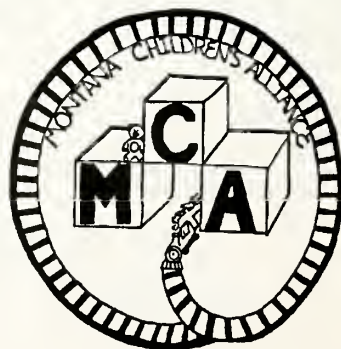
HMHB-Montana representatives have also served on a number of less formal advisory panels, including an ongoing Medicaid reform advisory group assisting the state to implement presumptive and continuous eligibility for pregnant women.

One of HMHB-Montana's long-standing goals has been to develop independent maternal and child health advocacy projects within Montana. Two are currently operating, with the ongoing support of HMHB-Montana.

Montana Council for Maternal and Child Health

The Montana Council for Maternal and Child Health, founded in 1987, is a 501(c)(4) corporation, free of the 501(c)(3) restraints on lobbying the legislature. Six sustaining organizations, including HMHB-Montana, the Big Sky Chapter of the March of Dimes, the Montana Academy of Family Physicians, the Montana Chapter of the

The Montana Council for Maternal and Child Health and the Montana Children's Alliance are independent advocacy organizations which had their beginnings as HMHB-Montana projects.



Advocacy organizations provide an independent voice for Montana's mothers and children.

American Academy of Pediatrics, the Montana Section of the American College of Obstetricians and Gynecologists, and Shodair Children's Hospital, currently support the work of the Council. Each sustaining organization is represented on the board of directors and has a vote on the lobbying and educational projects of the Council.

The council's executive director conducts research, public awareness and lobbying campaigns on selected issues during Montana's biennial legislative sessions. Between sessions, the MCMCH continues its research and education projects, monitors Montana's maternal and child health programs, publishes a newsletter to its members and contributes its expertise to program planning and public policy debate in the public arena.

Montana Children's Alliance

The Montana Children's Alliance is an unincorporated association of representatives from the public and private sector interested in a wide range of children's issues. D. Elizabeth Bozdog Roeth, HMHB-Montana's director, has served as the chair of the Alliance since its start in 1987.

The Alliance meets monthly and produces a biennial *Children's Agenda*, which is distributed to the legislature and throughout government and the general community. In the 1989 and 1991 legislative session, the Montana Children's Agenda saw a large proportion of its selected issues acted on and passed.

HMHB-Montana participates in an annual MCA "Kid's Day" at the State Capitol, where hundreds of wooden blocks bearing the MCA logo are distributed to legislators, state employees and the governor, representing the building blocks of a well-coordinated program for Montana's children.

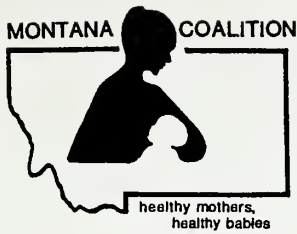
AN ENVIRONMENT OF TRUST

Today, public-private partnerships within the Maternal and Child Health community benefit all Montanans. A number of statewide projects function with grant funds obtained in whole or part through HMHB's intervention. And through its efforts, new private sector support for maternal and child health initiatives has developed, adding an independent voice for Montana's mothers and children.



Young
Love
Can
Change
Lives...
Forever.

*PATH Project
Brochure*



PATH PROJECT

"...we want to see change over time, in each community, coming from within. Each community, setting its own values into play, creating a program that addresses its own particular needs."

D. Elizabeth Bozdog Roeth, Executive Director, HMHB-Montana

HMHB-Montana's PATH (Promoting Action for Teen Health) project is designed to help communities around the state address teen health issues ranging from teen pregnancy to substance abuse. The PATH Project is funded by grants from The Henry J. Kaiser Family Foundation of Menlo Park, California, the Stuart Foundation, San Francisco, and the Northwest Area Foundation, St. Paul, Minnesota. Its goal is to see gradual change in the health habits of teens across the state. Although it began as the Montana Adolescent Pregnancy Prevention (MAPP) Project, it has been renamed to reflect a broader interest in teen health issues.

Community Coalitions

The PATH project is based on the concept of shared responsibility. Schools, churches, families, business, government, and teenagers themselves participate in community coalitions. Seed money grants and technical assistance were provided by HMHB-Montana. Coalitions organize local constituencies to plan and execute strategies they selected themselves. Program design, fundraising and grant-writing efforts are community-based.

PATH Task Force

The PATH Project enables communities to develop project leaders who coordinate the analysis of local problems and the development of local solutions. PATH coalitions across Montana are supported by a statewide PATH Task Force. The PATH Task Force is made up of community coalition leaders who meet bimonthly to share activities, strategize, and develop joint resources.

Indian Advisory Group

The PATH Project also includes an Indian Advisory Group, made up of representatives from Montana's reservations and urban Indian groups. The IAG guides HMHB-Montana on Indian maternal and child health issues, and assists HMHB in designing effective community development strategies in Indian communities.

*Healthy Actions,
the best PATH for teens.*



Statewide Projects

HMHB-Montana provides technical assistance to coalitions to identify resources, train coalition members, and assist in coalition building, needs assessment, grant writing, program evaluation, media relations, and funding.

HMHB-Montana also maintains a library of informational material related to maternal and child health issues, including model programs from across the nation.

In addition, a Speakers Bureau kit has been distributed statewide to PATH Task Force members who speak about HMHB-Montana in local communities.

HMHB-Montana has funded the Helena Ministerial Association to develop a church-based series of classes for parents and 5th grade children, "Growing up Christian in a Sexy World." The curriculum includes six sessions taught by an interdisciplinary team of church, health, and mental health professionals. It is available statewide through the Ministerial Association.

Montana Adolescent Health Survey

A major focus of the statewide PATH Project has been the Montana Adolescent Health Survey, completed in 1989 in cooperation with the Montana Office of Public Instruction, the Montana Department of Health and Environmental Sciences, and University of Washington School of Public Health. It was published in 1990 and distributed to all school administrators, state agency staff, Path Task Force and Steering Committee members, and is available for purchase from HMHB-Montana.

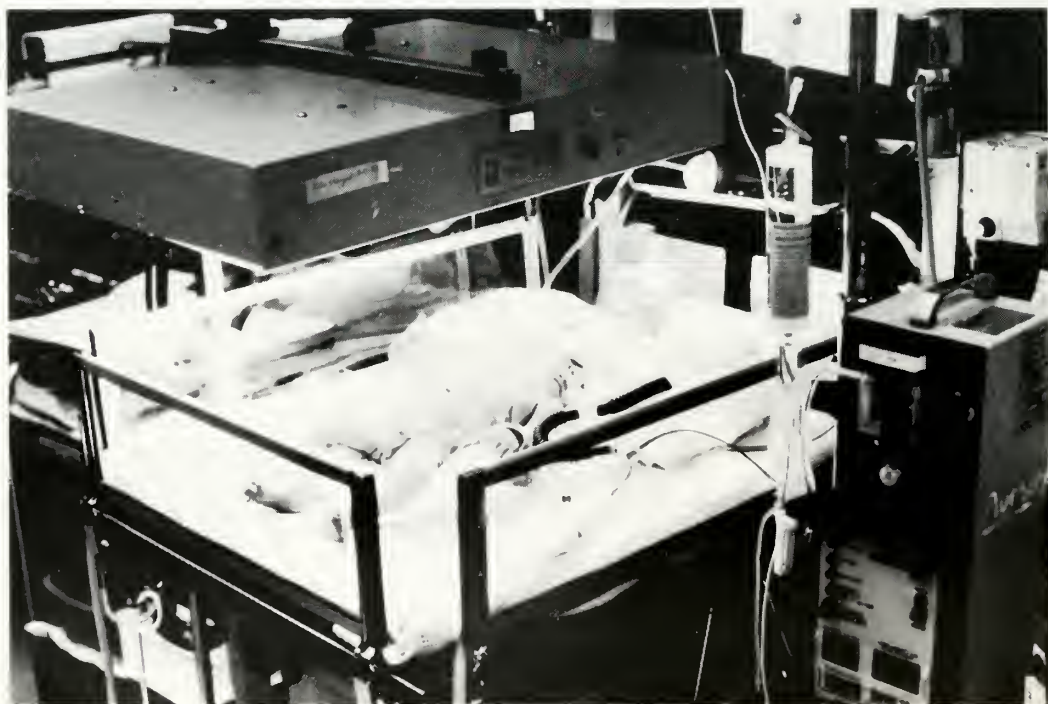
Youth Yellow Pages

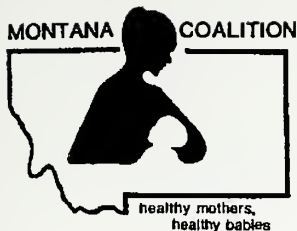
The "Youth Yellow Pages" is a 36 page resource guide for youth, which can be customized through desktop publishing techniques for use by individual communities. The booklet, designed by members of the PATH Task Force, has been supplied to community coalitions for local fundraising and distribution.



1-800-421-MOMS

Sponsored by





BABY YOUR BABY

*... every six hours
a teen has a baby in Mon-
tana.*

*... every twelve
hours a low birthweight
baby is born in Montana.*

*... every three days
a baby under one year old
dies in Montana.*

*"...the best outreach
program in America!"*

*--National Gov-
ernor's Association*

"If only we could have told their mothers about prenatal care." . . the sigh of the exhausted neonatal nurse, the dream of HMHB-Montana.

Today, the dream is coming true. HMHB-Montana is developing a far-reaching public education program, to urge every pregnant woman in Montana to "Baby Your Baby" with prenatal care.

The "Baby Your Baby" campaign, which began its first series of television news segments in March 1991, is a multi-media effort. Statewide billboards, television and radio ads, newspaper spreads, and a series of dramatic special articles and television documentaries and news segments draw public attention to the problems of infant mortality and low birthweight in Montana, and the single best solution: early, effective, and continuous prenatal care.

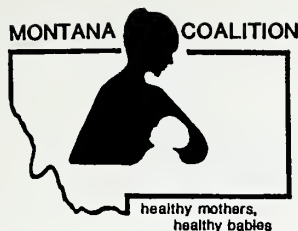
Montana's "Baby your Baby" project, adapted from the original developed by the Utah Department of Health and KUTV of Salt Lake City, features a toll-free hotline for mothers-to-be and gift incentives for women entering prenatal care early and continuing till the baby is born.

Baby Your Baby is a true public-private effort; the initial contract with HMHB provides underwriting from Montana's Departments of Health and Environmental Sciences, Social and Health Services, and Family Services, some matched with federal Medicaid funds. Major corporate sponsorship by Blue Cross and Blue Shield of Montana is supplemented by grants from private corporations, organizations and foundations across the state.

The key elements of "Baby Your Baby" are outreach, to insure that every woman in Montana is aware of the need for early and continuous prenatal care, information and referral, to make sure she knows where to go, and incentives, that little "something extra" to encourage her participation. The program also includes an evaluation system to gauge the impact of the program on Montana's maternal and child health outcomes.

*Here's the proof:
Proud mother Sue Hansen,
who works at a state-funded
low-birthweight prevention
project, contributes her
personal perspective on the
importance of prenatal
care.*





HIGH RISK PREGNANCY

... The average low-birth-weight baby costs \$25,000 (a conservative estimate).

... 20% of low birthweight babies suffer lifelong disability.

... low birth weight is a primary factor in infant death.

... prenatal care is the single most effective means of preventing low birthweight.

... almost a quarter of Montana's pregnant women receive inadequate or no prenatal care.

Access to care for women at high risk of preterm delivery or delivery of low birthweight infants was an early focus of the HMHB-Montana Access to Care Project. Barriers to prenatal care in Montana may be financial, geographic, or cultural. HMHB-Montana has collaborated with the Montana Department of Health and Environmental Sciences to support the Montana Perinatal program, which was designed to improve access to prenatal care across Montana and reduce low birthweight deliveries among women at highest risk.

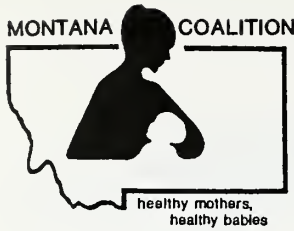
In 1989, HMHB-Montana contributed to the program with grants from a March of Dimes award totalling \$25,000 to four low birthweight prevention project sites in Beaverhead, Ravalli, Missoula and Yellowstone Counties.

These low birthweight prevention projects deliver pregnancy risk assessment, case management, physician or nurse-midwife referral, education about preterm labor, family planning and nutrition, and referrals to other services such as Medicaid, WIC and social services. Some include clinical care.

Each project is a collaborative effort of local government, community hospitals, private physicians and nurse-midwives, state government and private non-profit organizations.

Montana's legislature has expanded the original project, and added significant Medicaid funding for targeted case management. The expansion was part of a broader measure, known as MIAMI (Montana Initiative for Abatement of Infant Mortality), which also included far-reaching Medicaid reforms, Infant Mortality Review, and the statutory basis for the "Baby Your Baby" outreach program. HMHB-Montana supported the MIAMI Act and continues to work closely with the Department of Health and Environmental Sciences in implementing its provisions.

Although early statistics are limited, it is clear that Montana's MIAMI Project has begun to reduce the number of low birthweight babies born to program participants.



PREGNANCY RISKLINE

" . . . We want to spray the orchard, but I wonder if it's safe for my baby?"

" . . . I just found out I'm pregnant. I don't want to hurt my baby, but . . . I've been smoking marijuana."

" . . . I've got a pregnant woman here taking a medication I'm unfamiliar with. Are there any studies of its teratogenic effects?"

" . . . My son has chickenpox. I don't remember whether I've had it before. Is my unborn baby at any risk if I catch it?"

One of HMHB-Montana's first projects was the Pregnancy Riskline, a service which provides free telephone information about the possible effects on an unborn child when the mother is exposed to a particular drug, infection, or other substance during pregnancy. Parents, prospective parents or health professionals can call the toll-free number any time during normal business hours.

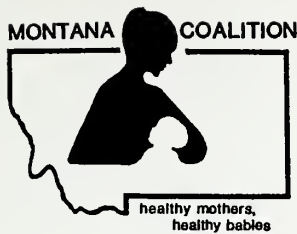
The service is a cooperative venture with the University of Utah and the Utah Department of Health. Funds raised by HMHB-Montana from the March of Dimes are combined with state funds from the Department of Health and Environmental Sciences Perinatal Program and the Montana University Affiliates Program to keep the program accessible to the 40 callers per month who use the information to plan healthier pregnancies.

In 1986, the Pregnancy Riskline received the National HMHB Special Recognition Award for a "Sustained Public Education Campaign"

" . . . There's a lot of misinformation out there. Our job is to alleviate a woman's anxiety and provide appropriate information about exposures during pregnancy. . . . We always encourage callers to discuss their personal situations with their care providers."

- RISKLINE Teratology Educator

1-800-521-BABY



PLANTING SEEDS

As a catalyst, HMHB-Montana has enabled members using the HMHB-Montana network to get independent projects off the ground. Some of these are early HMHB projects that developed a life of their own, others are outside projects which HMHB-Montana supported.

BREASTFEEDING PROMOTION

Working under the HMHB-Montana umbrella, the state WIC program, the Montana Regional Lactation Training Team and a private firm, Renewable Technologies, Inc. joined forces in a survey of hospitals to investigate the status of breastfeeding support systems, determine training needs, and identify barriers to breastfeeding for new mothers. The project committee continues to work towards a statewide counseling and support network, and a positive preventive education program for mothers, mothers-to-be, and those who work with them.

HUNGER IN MONTANA

HMHB-Montana was a charter member of the independent Montana Hunger Coalition, and has provided ongoing technical assistance. Other members include the Montana League of Women Voters, the Montana Foodbank Network and the Montana Dietetic Association. The Coalition conducted a statewide hunger survey, published in 1990, which led to new legislation and recommendations for executive departments concerned with nutrition, education and entitlement programs.

TOBACCO FREE ENVIRONMENT

Since 1989, HMHB-Montana has worked with the advisory board of the Rocky Mountain Tobacco Free Challenge, a "healthy, friendly competition" between the nine Rocky Mountain states to reduce tobacco use and establish "Clean Indoor Air Acts" by the year 2000.

MCH RESOURCE DIRECTORY

In 1988, this project committee, working with Montana's Area Health Education Center, completed the HMHB-Montana Maternal and Child Health Resource Directory, which gathered existing information into a usable format for professionals throughout the state.

*Healthy Mothers, Healthy Babies
Community Coalitions*



★ **Official HMHB Coalitions**

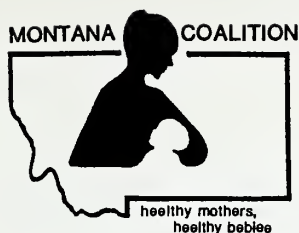
Cascade County Chapter Of
HMHB
Eastern Montana HMHB
Richland County HMHB
Coalition
Valley County HMHB
Coalition
HMHB Butte Coalition
Yellowstone Valley Chapter Of
HMHB
Sanders County HMHB Coalition

● **Developing Coalitions**

Beaverhead County
Custer County
Flathead County
Fort Belknap Reservation
Lewis and Clark County
Madison County
Missoula County
Northern Cheyenne Reservation
Ravalli County

▲ **Funded PATH Projects**

Alliance for Youth/Project Choice,
Great Falls
Butte Teen Project
Eastern Montana Coalition/PATH
Project
Fort Belknap Coalition PATH
Project
Teen Task Force, Mission Valley/
Flathead Indian Reservation
Tri-County Youth Council, Helena
Yellowstone Valley Chapter
PATH Project



COMMUNITY COALITIONS

From the national level on down, it is local communities which ultimately make the difference.

Coalition building is the heart of the Healthy Mothers, Healthy Babies program, from the national to the community level. HMHB-Montana has 17 community coalitions across the state, some organized under the PATH Project, some under the broader HMHB-Montana umbrella. Each is at a different stage of development.

To start the process, HMHB-Montana presents a Coalition-building workshop at the request of any local community group. Community coalitions then begin with a study of local needs and resources. Drawing on its membership and on HMHB-Montana resources, community coalitions then develop plans to deal with local issues.

COMMUNITY COALITION ACHIEVEMENTS:

Sanders County

Sanders County HMHB Coalition: This joint PATH/HMHB-Montana coalition, organized in 1990, has established prenatal classes, a sexual abuse survivors' group and a health outreach program for migrant workers.

Mission Valley, Flathead Reservation

Teen Task Force: This PATH coalition, organized in 1988, has developed into the umbrella for youth health issues for the Mission Valley and the Flathead Reservation. It has conducted STEP (Systematic Training for Effective Parenting) and PACT (Parents and Adolescents Can Talk) classes, presented lectures on the technology of prevention to high school and college classes, arranged for two-day speaking engagement by Michael Pritchert, motivational speaker, in local schools, to be videotaped and included in the permanent health curriculum, received a grant from Montana's Department of Institutions for a substance abuse prevention program, and has used the Youth Yellow Pages to raise funds for ongoing activities.

Ravalli County

HMHB Healthy Families of Ravalli County: This joint PATH/HMHB-Montana coalition, organized in 1990, has conducted a needs assessment, sponsored a parenting class and provided resources for a day care center. A long term goal is to establish a teen center.

Butte

HMHB Butte Coalition/Teen Project: This HMHB-Montana coalition was organized in 1989, with PATH as its first project. Working cooperatively with the Butte YMCA, it has developed two Teen Advisory Committees, one of middle and one of high school students, which work with the YMCA Teen Director and the coalition. It has held a community forum, obtained a VISTA volunteer to staff the coalition and work on its needs assessment, received a grant from Montana's Department of Institutions for a substance abuse prevention program, and conducted a tutoring program and "Active Parenting" training.

Tri-County

Broadwater County

Jefferson County

Lewis and Clark County

Tri-County Youth Coalition: This PATH coalition, working cooperatively with the Tri-County Family Planning office, organized in 1988. It has developed a risking tool for adolescent family planning clients, which is now available state-wide, organized a network to provide counseling to youth at risk identified by the risking tool, completed a needs assessment which identified prevention services lacking in the tri-county area, and has written grant proposals to address these needs. It also sponsored a multidisciplinary community forum, and has several innovative local school workshop programs.

Cascade County

Alliance For Youth/Project Choice: This PATH coalition was organized in 1988 by a successful merger of two existing community organizations into one, which focuses on teen pregnancy, substance abuse, and a full range of adolescent programs. It has established a teen hotline, conducted several well-attended workshops for parents and teens with nationally recognized motivational speakers, promoted a successful bond issue for a dual purpose youth shelter, and received a grant from Montana's Department of Institutions for a substance abuse prevention program. It recently added a youth board which sponsors teen recreation activities.

Cascade County Chapter of HMHB: A working partner of the Great Falls Area PATH coalition, this chapter was organized in 1990. It has studied local barriers to prenatal care, conducted a baby food drive, and participates strongly in the Baby Your Baby program.

Fort Belknap Reservation

HMHB Fort Belknap Coalition/PATH Project: This HMHB-Montana coalition organized in 1990, with PATH as its first project. It has evaluated and expanded the local school health curriculum, established parenting classes and support groups for teen parents, established a structured after-school activities program for local students, and presented a health and parenting curriculum to home economics classes.

Yellowstone County

HMHB, Yellowstone Valley Coalition/Path Project: This HMHB-Montana coalition organized in 1989, with PATH as its first project. It has conducted a planning survey of pregnancy prevention service providers, assessing pregnancy prevention knowledge, attitudes and behavior of teens and preteens through local focus groups. It has co-sponsored a major statewide conference, "Children Having Children -Let's Talk, Let's Act."

*Eastern Montana
Dawson County
Fallon County
Richland County
Roosevelt County
Valley County
Wibaux County*

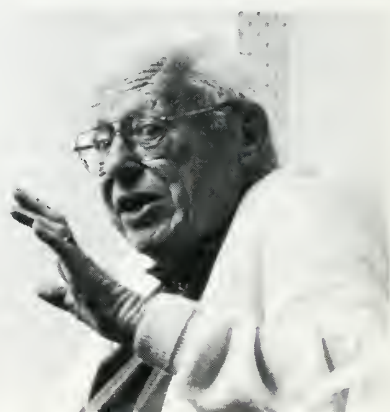
Eastern Montana HMHB Coalition: This joint HMHB-Montana coalition organized in 1989, with PATH as its first project. The coalition includes six Eastern Montana counties. Its members have conducted a PACT class, held a community forum in Richland County, negotiated with a Valley County school board for the purchase of audio-visual materials for a 5-county share, held a teen workshop, organized display booths at local Fairs, and has ongoing projects for pregnant teens and migrant workers.

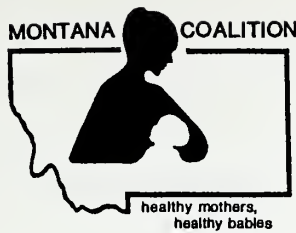
*Developing Coalitions
Beaverhead County
Custer County
Flathead County
Missoula County
Northern Cheyenne
Reservation*

Developing Coalitions: In Beaverhead, Madison, Missoula and Flathead Counties and on the Northern Cheyenne Reservation, new HMHB-Montana community coalitions are in various stages of development. Programs in adolescent pregnancy and substance abuse, community forums, baby food drives, local health fairs, and enthusiastic support of the Baby Your Baby program are typical projects.

With this continued growth, HMHB-Montana can be proud of its contribution to a new, community-based Maternal and Child Health infrastructure in Montana.

*Scenes from the Third
Western Regional HMHB
Conference, hosted by HMHB-
Montana at Kalispell.*





LEADERSHIP IN EDUCATION

Education, a primary focus of HMHB-Montana's mission.

Public education

Community Education

Continuing Education for professionals

One of the principal functions of HMHB-Montana is to provide education at many levels, from the local community to the western region of the United States, and to both consumers and providers of health care.

"Baby Your Baby" is an example of HMHB-Montana's commitment to provide quality public education to a broad but well-defined audience across the state of Montana. Targeting pregnant mothers and those who care for and about them, it provides both general information and individualized referrals for care.

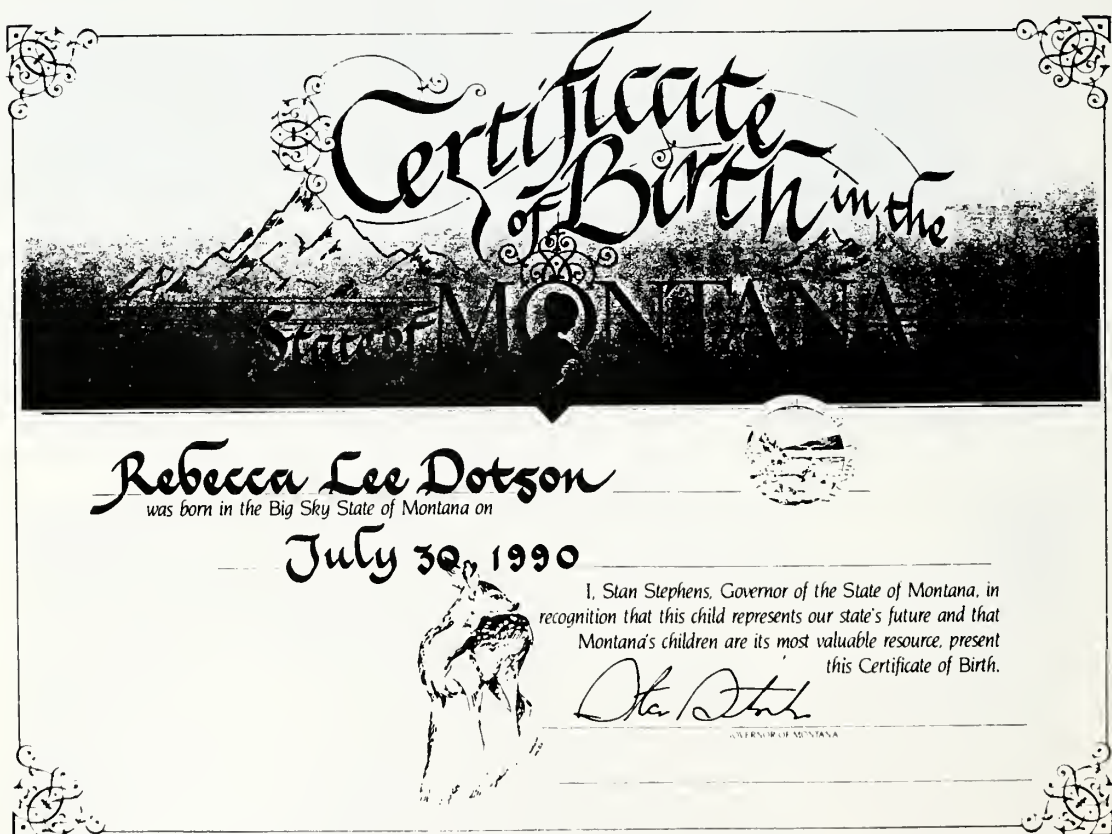
Coalition Building Workshops are frequently requested by local community groups seeking information on how to work together to analyze community needs and generate community-based solutions. Over the years, staff at HMHB-Montana have developed both a standard curriculum and the ability to adapt the presentation to the specific community in which it is presented.

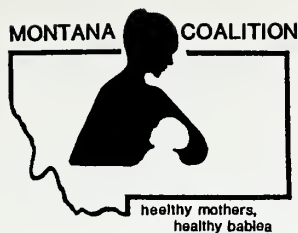
HMHB-Montana has also presented a number of programs for health care professionals. HMHB-Montana has a philosophy of prevention, rather than intervention, and endorses the ideal of wellness, rather than the medical model of health care. Accordingly, many of its educational projects focus on community activation for health promotion, a field not served by the more traditional continuing professional education programs in Montana.

At HMHB-Montana statewide and larger HMHB Western Regional meetings, presentations have included workshops on incorporation, tax-free status and community development, clinical seminars on topics such as Surfactin and pregnancy-induced hypertension, and discussion sessions including "Male Involvement in Teen Pregnancy Prevention" and "Hunger in Montana."

As HMHB-Montana has grown, so has its ability to offer meaningful educational opportunities. It has organized and hosted three statewide and two Western Regional HMHB conferences, and co-sponsored a number of others.

*HMHB-Montana's Commemorative
Birth Certificate*





IN THE PUBLIC EYE

What adds up to an image, a feeling, an organization's public "personality?"

Fundraising

Individuals make up an organization, and individual contributions in the form of time, concern, and yes, money make it work. HMHB-Montana has several projects to promote interest in HMHB-Montana and to raise funds.

SPECIAL PRODUCTS AND SERVICES

HMHB-Montana offers a "Montana Centennial Birth Certificate", as a keepsake for children born in Montana in 1989. In 1990, it was joined by a colorful commemorative birth certificate which can be "issued" to any person born in Montana, regardless of age. The cost of \$17.00 includes a contribution to HMHB-Montana.

Montana's Centennial year also drew interest in the locally published "We Montanans," by Norma Tirrell with photos by Michael Crummet and a forward by Montana's famous writer, A. B. Guthrie Jr. HMHB-Montana sold the book under a special arrangement with Falcon Press.

Mothers' Day Cards bearing the colorful HMHB logo represent a gift in the recipient's name to HMHB programs, with formal recognition in the newsletter.

"A Healthy Bottom Line," a poster distributed by Adel, Inc., is a popular item in the ongoing HMHB-Montana fundraising scheme, as are raffles and drawings.

Group Presentations

BEARING THE COLORS

A traveling tabletop display bearing color photographs and literature on various HMHB-Montana programs has logged tens of thousands of miles, by air, bus, auto and UPS in its travels across Montana and the U.S. Its silent eloquence is effective at conferences.

In addition, HMHB-Montana's portable audio/visual slide projector delivers a pre-recorded multi-media message for "live" presentations anywhere.

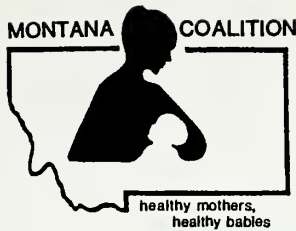
Public Education

BABY YOUR BABY

And of course, the "Baby your Baby" campaign, the most vigorous public education campaign in maternal and child health in the state, will place HMHB-Montana squarely in the public eye for many years to come.

Executive Director D. Elizabeth Roeth poses with banner representing HMHB-Montana's Recognition by the AMA for Excellence in Intervention, Coordination of Adolescent Health Services Within a State.





AWARDS & RECOGNITION

*Recognition from "outside";
not only vital to morale,
but to spread the HMHB
message. . .*

*As a leader in the field of Maternal and Child Health,
HMHB-Montana has gathered a significant number of
awards. Listed are just a few:*

*1986: Montana Public Health Association, President's
award, in recognition of an outstanding contribution
to maternal and child health in Montana.*

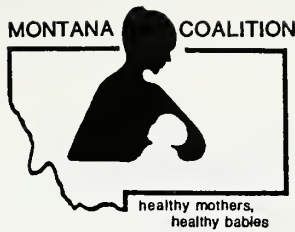
*1986: National Healthy Mothers, Healthy Babies Special
Recognition Award for a Sustained Public Education
Campaign, for the Pregnancy Riskline.*

*1988: Montana Perinatal Program, Certificate of Apprecia-
tion for Outstanding Contributions to Perinatal Health
through the Pregnancy Riskline.*

*1990: Montana Department of Health and Environmental
Sciences, Director's Community Health Promotion
Award, recognizing the PATH Project.*

*1990: American Medical Association, National Congress on
Adolescent Health, Recognition Award for Excellence
in Intervention, Coordination of Adolescent Health
Services within a State, recognizing the PATH Project.*

*1990: Rocky Mountain Tobacco Free Challenge, Centers for
Disease Control, U.S. Department of Health and
Human Services, Public Health Services, Certificate of
Recognition and First Place Award for Program
Planning and Evaluation, for the Montana Adolescent
Health Survey.*



LOOKING AHEAD

Healthy Mothers, Healthy Babies, the Montana Coalition, has come a long way since "a small group of health professionals" met in October, 1984.

What does its leadership have to say about the future?

Donald E. Espelin, President, HMHB-Montana:

"We must work together to maximize the potential of every child, to create an environment where mothers, children and families can thrive, to reverse the feminization of poverty, and to reverse the trend which has placed one quarter of children under six in poverty, so that shelter, sustenance, and literacy is a reality for every citizen."

Marietta Cross, Past President, HMHB-Montana:

"Communities are where the change must begin. Communities will decide what socially acceptable behavior and attitudes will prevail. They will decide the interventions, priorities and politics to implement and produce change. It will involve choices. It will demand communication. It will involve leaders and citizens who can combine positive vision with realistic individual and community actions to build a society that supports the health and well being of its children."

Betty Hidalgo, Chair, Steering Committee:

"Healthy Mothers, Healthy Babies has succeeded because of the hard work of many individuals. If we continue to work together, and we will, Montana can be a leader in promoting issues that benefit mothers and children, and Montana's future families."

Karen Northey, Past Chair, Steering Committee:

"HMHB-Montana will continue to maintain its partnerships with other organizations and government, adding new concepts to its mission. It needs to grow, fast. One challenge will be to accommodate all the people who want to contribute, and handle the growth efficiently."

D. Elizabeth Bozdog Roeth, Executive Director:

"We are a catalyst for change. Our greatest resource is our people, who come from all over the state, from in and out of government. Our job is to create an



Healthy Mothers, Healthy Babies
The Montana Coalition
P.O. Box 876
Helena, MT 59624